

IN THE CLAIMS

1-3. (Previously canceled)

4. (Presently amended) A method of multicasting comprising:

~~providing program content for multicasting to a plurality of clients;~~
encrypting a first portion of ~~said a~~ program content by utilizing a first key so as to produce an encrypted first portion of said program content;
providing ~~said a~~ plurality of clients with said first key;
multicasting said encrypted first portion of said program content to said plurality of clients ~~prior to said plurality of clients indicating an intent to purchase said program content;~~

encrypting a second portion of said program content with a second key that is different from the first key so as to produce an encrypted second portion of said program content;

providing said second key to at least one client; and
multicasting said encrypted second portion of said program content to said plurality of clients.

5. (Canceled)

6. (Presently amended) The method as described in claim 4 and further comprising:

prompting ~~a user~~ the at least one client with an offer to purchase said second portion of said program content.

7-8. (Cancelled)

9. (Presently amended) The method as described in claim 8 6 wherein said second key is encrypted ~~under using~~ a third key and wherein said third key is provided to ~~a purchasing client~~ the at least one client after the purchase of said second portion of said program content.

10. (Presently amended) A method comprising:

~~providing program content for multicasting;~~
~~multicasting a first portion of said a program content to a plurality of clients at no charge unencrypted;~~
~~providing a guaranteed time period during multicasting of said first portion of said program content;~~
~~estimating a number of clients that will purchase said program content during said guaranteed time period;~~
~~receiving at least one order orders for said program content from at least one purchasing client during said guaranteed time period the multicasting of the first portion;~~
~~providing an initial a key distribution period having a duration operable to provide cryptographic keys to said at least one purchasing client so as to allow reception of said~~

~~program content not to be interrupted at said at least one purchasing client in response to the at least one order; and~~

multicasting a second portion of the program content to the plurality of clients wherein the second portion of the program content is encrypted using the key.

11-12. (Canceled)

13. (Presently amended) The method as described in claim 10 and further comprising:

estimating an estimated number of purchasing clients;
determining an actual number of purchasing clients;
determining that said actual number of purchasing clients is greater than said estimated number of clients; and
extending said initial key distribution period so as to allow presentation of said program content not to be interrupted at said at least one purchasing client a time period for distribution of the key.

14-18. (Canceled)

19. (Presently amended) A computer-readable medium having computer-executable

code for performing a method comprising:

~~providing program content for multicasting to a plurality of clients;~~
encrypting a first portion of said a program content by utilizing a first key so as to produce an encrypted first portion of said program content;

providing said plurality of clients with said first key;
multicasting said encrypted first portion of said program content to said plurality of clients ~~prior to said plurality of clients indicating an intent to purchase said program content;~~

encrypting a second portion of said program content with a second key that is different from the first key so as to produce an encrypted second portion of said program content;

providing said second key to at least one client; and
multicasting said encrypted second portion of said program content to said at least one client.

20. (Presently amended) The computer-readable medium as described in claim 19 and further comprising computer-executable code operable for performing:

~~encrypting decrypting~~ said first portion of said program content with said first key for a predetermined period of time so as to allow a user to obtain a free preview of said program content.

21. (Presently amended) The computer-readable medium as described in claim 19 and further comprising computer-executable code operable for performing:

~~prompting a user the at least one client with an offer to purchase said second portion of said~~ program content.

22-23. (Canceled)

24. (Presently amended) The computer-readable medium as described in claim 23 21 and further comprising computer-executable code for encrypting said second key under using a third key and providing said third key to a purchasing the at least one client after the purchase of said second portion of said program content.

25. (Presently amended) A computer-readable medium having computer-executable code for performing a method comprising:

providing program content for multicasting;
multicasting a first portion of said a program content to a plurality of clients at no charge unencrypted;
providing a guaranteed time period during multicasting of said first portion of said program content;
estimating a number of clients that will purchase said program content during said guaranteed time period;
receiving at least one order orders for said program content from at least one purchasing client during said guaranteed time period the multicasting of the first portion;
providing an initial a key distribution period having a duration operable to provide cryptographic keys to said at least one purchasing client so as to allow reception of said program content not to be interrupted at said at least one purchasing client in response to the at least one order; and
multicasting a second portion of the program content to the plurality of clients wherein the second portion of the program content is encrypted using the key.

26-27. (Canceled)

28. (Presently amended) The computer-readable medium as described in claim 25 and further comprising computer-executable code operable for performing:

estimating an estimated number of purchasing clients;
determining an actual number of purchasing clients;
determining that said actual number of purchasing clients is greater than said estimated number of clients; and
extending said initial key distribution period so as to allow presentation of said program content not to be interrupted at said at least one purchasing client a time period for distribution of the key.

29. (Canceled)

30. (New) The method as described in claim 4 and further comprising:

estimating an estimated number of purchasing clients;
determining an actual number of purchasing clients;
determining that said actual number of purchasing clients is greater than said estimated number of clients; and
extending a time period for distribution of the second key.

31. (Presently amended) The method as described in claim 10 and further comprising:

prompting the at least one purchasing client with an offer to purchase said second portion of said program content.

32. (New) The computer-readable medium as described in claim 19 and further comprising computer-executable code operable for performing:

- estimating an estimated number of purchasing clients;
- determining an actual number of purchasing clients;
- determining that said actual number of purchasing clients is greater than said estimated number of clients; and
- extending a time period for distribution of the key.

33. (Presently amended) The computer-readable medium as described in claim 25 and further comprising computer-executable code operable for performing:

prompting the at least one purchasing client with an offer to purchase said second portion of said program content.

34. (New) A method of processing program content comprising:

- receiving a first encryption key;
- receiving a first portion of a program content wherein the first portion of the program content is encrypted using the first encryption key;
- decrypting the first portion of the program content using the first encryption key;
- receiving a second encryption key different from the first encryption key;

receiving a second portion of the program content wherein the second portion of the program content is encrypted using the second encryption key; and
decrypting the second portion of the program content using the second encryption key.

35. (New) The method of claim 34 further comprising:

prompting a user with an offer to purchase said second portion of said program content.

36. (New) A method of processing program content comprising:

receiving a first portion of a program content wherein the first portion of the program content is unencrypted;
receiving a first encryption key;
receiving a second portion of the program content wherein the second portion of the program content is encrypted using the first encryption key; and
decrypting the second portion of the program content using the first encryption key.

37. (New) The method of claim 36 further comprising:

prompting a user with an offer to purchase said second portion of said program content.

38. (New) A computer-readable medium having computer-executable code for

performing a method of processing program content comprising:

receiving a first encryption key;

receiving a first portion of a program content wherein the first portion of the program content is encrypted using the first encryption key;

decrypting the first portion of the program content using the first encryption key;

receiving a second encryption key different from the first encryption key;

receiving a second portion of the program content wherein the second portion of the program content is encrypted using the second encryption key; and

decrypting the second portion of the program content using the second encryption key.

39. (New) The computer-readable medium as described in claim 38 and further

comprising computer-executable code operable for performing:

prompting a user with an offer to purchase said second portion of said program content.

40. (New) A computer-readable medium having computer-executable code for

performing a method of processing program content comprising:

receiving a first portion of a program content wherein the first portion of the program content is unencrypted;

receiving a first encryption key;

receiving a second portion of the program content wherein the second portion of the program content is encrypted using the first encryption key; and
decrypting the second portion of the program content using the first encryption key.

41. (New) The computer-readable medium as described in claim 40 and further comprising computer-executable code operable for performing:
prompting a user with an offer to purchase said second portion of said program content.

INTERVIEW

Applicant thanks the Examiner and his Supervisor for granting the interview on June 15, 2005. In addition to discussing the issues outlined in the Applicant Initiated Interview Request Form, the Examiner and Applicant's Representative discussed the prompting of a user to purchase the program content.

Doerr et al.'s preview is like an advertisement. This advertisement does not expressly contain an offer to sell anything. It merely informs the user of the availability of a product or movie. Claims 6, 21, 31 and 33 were amended to include this distinction as discussed.

Finally, during the interview the Examiner and his Supervisor agreed that Nakamura (U.S. Patent 5,159,633) was not applicable to the proposed amended claims.